

Sydney, Australia – 19 December -- The Australian Information Industry Association (AIIA), the nation's peak representative body for the ICT sector, has announced that the early bird closing date for the 2019 AIIA iAwards entries has been extended to 4 February. Entrants who register before 4 February 2019 will still be able to amend their entries until the official closing date of 21 February.

For the past 25 years, AIIA has been driving an innovation nation through its iAwards program. It is now Australia's longest running and most broadly scoped innovation recognition program, promoting excellence in the Australian digital ecosystem.

Commenting on the AIIA iAwards, newly appointed AIIA CEO Ron Gauci, said: "At the 2018 iAwards we saw life-changing innovations such as a modular, self-fitting hearing aid, and the use of virtual reality to treat phobias. We witnessed robots that write their own code and the world's first automatic, real-time, artificial intelligence shark detection system.

"Following on from this year's success, we are excited about the prospect of more awe-inspiring entries in the 2019 program. By entering the 2019 AIIA iAwards, innovators will be taken on a journey that will bring them national exposure and media attention that has been enjoyed by past winners. Entry for Students and Startups is free, so if you have a great idea we look forward to hearing from you."

Leon Young, Founding CEO of Cogniss and 2017 Community Services Market iAwards Winner, offers the following advice to 2019 applicants. "If you're considering applying, go in with the confidence that you've met the criteria, you know how to present your entry and you're committed to the application process. It's a highly competitive award with good industry recognition.

"As a small business, the two things you rely on are your customer references and credibility. The AIIA iAwards act as some sort of mark of the quality of what your business is doing and is a great way to help you achieve your business goals."

The Yield, an Australian agricultural technology company on a mission to transform food and farming practices with scalable digital technology, won both the Big Data / Machine Learning Innovation of the Year and Startup of the Year categories at the 2017 iAwards. Since the win, the company has gone from strength to strength in ANZ and internationally, gaining several large corporate clients.

Tallulah Robinson, Marketing Coordinator, said: "Our advice for those entering in future awards is to keep entries short, succinct and to the point. Include any statistics or evidence you can and keep the focus on the problem you're solving. Remember the judges reading the entries are human too, so ensure it is well-written and engaging. And, of course, allow them to see the passion for your technology you undoubtedly have!

"Winning two iAwards was an absolute honour, especially as there were so many amazing entries in those categories. It was great to see our hard work paid off and acknowledged, and to receive recognition from such a reputable industry body. Winning was also invaluable in terms of exposure; nothing helps our sales team more than starting a conversation with someone who has already heard of us, knows what we do – and knows we've won awards."

For more information visit www.aiia.com.au/iawards or to submit an entry for the iAwards program, please visit [@theiAwards](https://iawards.awardsplatform.com/#iAwards)

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About AIIA

The Australian Information Industry Association (AIIA) is Australia's peak representative body and advocacy group for those in the digital ecosystem. Since 1978 AIIA has pursued activities to stimulate and grow the digital ecosystem, to create a favorable business environment for members and to contribute to Australia's economic prosperity. We do this by delivering outstanding member value by providing a strong voice of influence; building a sense of community through events and education; enabling a network for collaboration and inspiration; and developing compelling content and relevant and interesting information.

For more information on AIIA Policy and Advocacy key areas please visit <https://www.aiia.com.au/influence-And-leadership/policy-priorities>

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